

To: All Retailers
From: Marketing, Indooroopilly Shopping Centre
Date: Thursday, 16 July 2020

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IMPORTANT UPCOMING EVENTS & OPPORTUNITIES – PLEASE TURN OVER...

After much anticipation, we are thrilled to announce our upcoming marketing activity, which includes many opportunities for you to participate to drive sales. Stay tuned for more information as we continue to develop these plans.

50TH BIRTHDAY CELEBRATIONS: 1 – 31 AUG, CENTRE-WIDE

Objective: Community engagement and sales driving

Indooroopilly celebrates its 50th Birthday with a month-long campaign that includes:

- **Photo Gallery: Mon 10 – Sun 30**

Locations: Centre Court, outside Pavement & under the chandelier (Level 2), outside Sportsgirl (Level 3)

In partnership with the Brisbane City Council and Indooroopilly Historic Society, the gallery will showcase photographs from the archives to celebrate Indooroopilly Shopping Centre's history. There will also be a fun customer photo opportunity to encourage customers to create moments to share in the celebrations. (10am - 4pm daily).

- **5 Day Birthday Sale: Thurs 13 – Mon 17**

A 5 day centre-wide sale with paid media support. Over the sale period, 500 donuts will be gifted to customers daily.

- **Social Media and PR Campaign: Sat 1 – Mon 31**

A social media campaign to share special customer and retailer moments at Indooroopilly through the decades and a PR campaign to resonate with community nostalgia.

Retailer Opportunities:

1. Submit an offer to participate in the 5 Day Birthday Sale (complete the form attached).
2. Share your special retailer Indro moments with the team marketing.indooroopilly@ampcapital.com

Deadline: 20 July

FATHER'S DAY GIFTING CAMPAIGN: 22 AUG - 6 SEPT, DIGITAL CAMPAIGN

Objective: Sales driving

A social media campaign to showcase gifting ideas will be created by Style Magazine to drive Father's Day gifting sales, and an online gift guide will be created for the website.

Retailer Opportunities:

1. Style Magazine will reach out to retailers and coordinate the collection of gift inclusions for the social media campaign, including giveaways.
2. Provide Father's Day gift ideas for the online gift guide.

Deadline: 31 July. Please contact marketing.indooropilly@ampcapital.com if interested.

We look forward to working with you on our upcoming campaigns, please get in touch with the team if you have any questions: Email marketing.indooropilly@ampcapital.com or call through Customer Service: 3327 2821 or 3327 2818.

WE WANT YOU!

Offers for the 5 Day Birthday Sale Event

Thurs 13 – Mon 17 August

Deadline for offers: COB 20 July

Please return this form to the Information Desk on level 2 ASAP OR email to marketing.indooroopilly@ampcapital.com.

Please take care in completing this form as **offers will be printed exactly as supplied**.

Store Manager Name:

Store Email:

Store Name:

Store Offer (in 10 words):

Offer Start Date:

Offer End Date:

Terms & Conditions (Please note, printed collateral will state 'Terms and conditions apply, see in store or online www.indooroopillyshopping.com.au for details'. Your full terms and conditions will be displayed on the website):

All participating retailers will receive a floor decal at their store entrance to promote their involvement. The messaging will be the same for all decals along the lines of: 'Great Offers Instore' or similar.

To assist us in marketing the event, please answer:

Are we able to advertise your **brand** in the lead up to the event (without releasing your offer)?

Yes

No

Are we able to advertise your **brand and offer** in the lead up to the event?

Yes

No

INDOOROOPILLY
SHOPPING CENTRE